

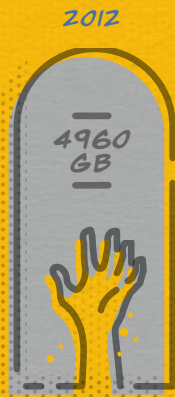
SUPER DATA USE IN

SAN DIEGO

MOBILE DATA USAGE AT COMIC-CON INTERNATIONAL IN SAN DIEGO HAS INCREASED MORE THAN 660% SINCE 2011. HERE'S WHAT THAT LOOKS LIKE.



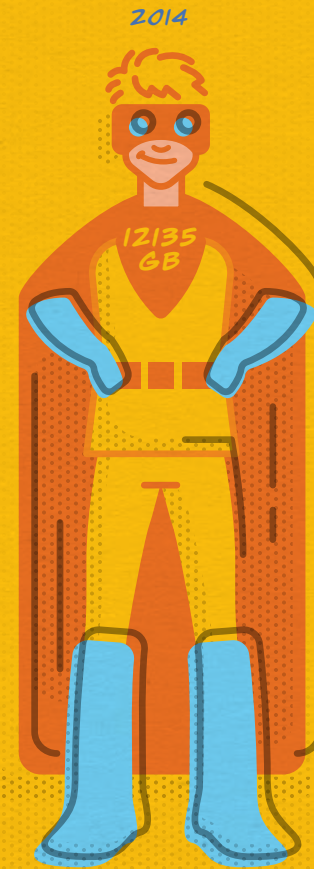
EQUAL TO WATCHING YOUR FAVORITE ALIEN MOVIE MORE THAN 1,200 TIMES IN A ROW



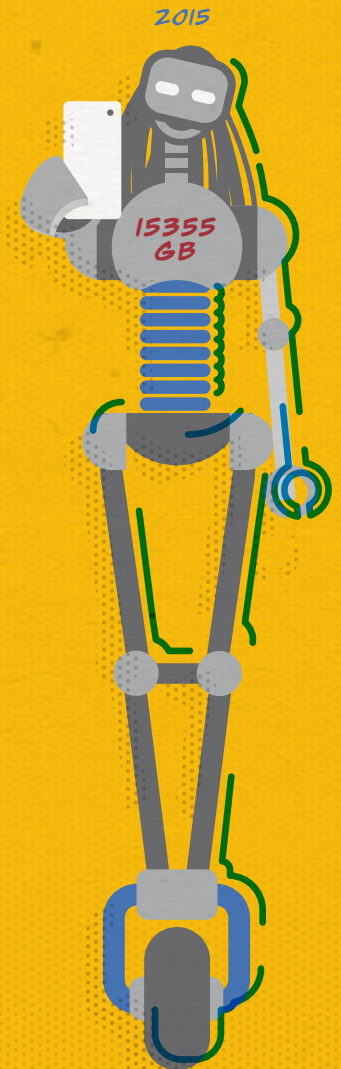
EQUAL TO BINGE WATCHING MORE THAN 4,000 EPISODES OF YOUR FAVORITE ZOMBIE SHOW



EQUAL TO STREAMING THE THEME SONG FOR THAT INTERGALACTIC FILM SAGA NEARLY 7 MILLION TIMES IN A ROW



EQUAL TO POSTING 36 MILLION COSPLAY PHOTOS ONLINE TO SOCIAL MEDIA



EQUAL TO UPLOADING 46 MILLION SELFIES TO A PHOTO SHARING APP

In 2011, Comic-Con attendees used 2,020 GB of data on the AT&T cellular network at Comic-Con International. In 2012, Comic-Con attendees used 4,960 GB of data on the AT&T cellular network at Comic-Con International. In 2013, Comic-Con attendees used 8,520 GB of data on the AT&T cellular network at Comic-Con International. In 2014, Comic-Con attendees used more than 12,135 GB of data on the AT&T cellular network at Comic-Con International. In 2015, Comic-Con attendees used 15,355 GB of data on the AT&T cellular network at Comic-Con International. All data comparisons based on AT&T Data Calculator.

